

**EXHIBIT A: SCOPE OF WORK:
ECONOMIC DEVELOPMENT CONSULTANT 08/09**

- 1) Preliminary Assessment on Redevelopment Area (Neil Mayer)
 - a. Deliverables:
 - i. Monthly summary of activities and results
 - ii. Mid-year memorandum on findings to date, preliminary directions for redevelopment area and proposed action steps
 - iii. Final report and recommendations for future actions
 - b. Assessment includes, but is not limited to the following activities:
 - i. Research existing redevelopment area; particularly Cleveland Avenue, including contacting property owners to discuss interests and future intent.
 - ii. Identify potential uses and determine pros/cons, including but not limited to Green R&D/Green retail/wholesale/LI
 - iii. Assess possible actions, including but not limited to: steps needed to encourage sale of properties, zoning changes, public property improvements the city might make; potential need for traffic studies including addressing freeway access improvements
 - c. In conjunction with staff, develop a list of businesses that might be interested in locating in our redevelopment area. (Darlene/Neil)
 - d. Serve as the City's liaison to identify and network with local/regional partnership opportunities, including but not limited to the Green Corridor Partnership, to determine opportunities for Albany's participation
 - e. Contact potential businesses, if deemed feasible at this time, to discuss potential location in Albany, and also respond to inquiries made from businesses/realtors who contact the City, including, as may be appropriate, leads provided by the East Bay EDA. (in conjunction with Darlene and with City staff)
 - f. Meet with City staff, Committees, Commissions and/or present to Council as may be appropriate
- 2) Preliminary Tasks on Solano and San Pablo Avenues (Darlene Rios Drapkin)
 - a. Deliverables:
 - i. Monthly summary of activities and results
 - ii. Mid-Year Memorandum on findings to date, preliminary directions for Solano/San Pablo Avenues, and proposed action steps
 - iii. Final report and recommendations for future actions

- b. Attend Chamber and the SAA monthly meetings, initially with city staff, and meet with Sustainability Committee.
- c. Discuss pros and cons of the Main Street program with staff/Chamber and SAA; and how to bring this to Albany, if appropriate. If not the Main Street program, work with Chamber/SAA, in consultation with City staff, to plan and implement programs/projects to assist with retention and attraction of new businesses.
- d. Develop and begin implementation for city-wide green certification program
- e. Research zoning or other planning related changes that might be advisable
- f. Develop contacts with real estate brokers and with property owners as appropriate to retention and business attraction activities
- g. Bring in contacts with businesses who might be interested in locating in Albany
- h. Meet with City staff, Committees, Commissions and/or make Council presentations as may be appropriate
- i. Be on retainer as a City resource, as need arises.